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Ontario's Domestic Travel Markets - 2002

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Ontario

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INTRODUCTION

The information contained in this report, with the exception of Ontario residents' spending on Canadian fares when travelling to destinations outside Canada, was extracted from the micro data files of the Canadian Travel Survey (CTS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism, Culture and Recreation. The information on Canadian fares was extracted from the International Travel Survey by Statistics Canada.

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2002, an average of 14,287 Canadian households -- including 4,069 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents were 83% and 82% respectively.

The data contained in this report differ from those reported or supplied in electronic format by Statistics Canada in the following ways:

All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of 40 kms are included in this report.

Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

Spending by Ontarians on Canadian fares while travelling to destinations outside Canada has been removed from the CTS file and replaced with information from the ITS.

The data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's data base are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. The trip must also meet a one-way distance requirement, as follows:

Length Of Stay	Place Of Residence	
	Ontario	Other Provinces
Same Day	40 km one way away from home	80 km one way away from home
Overnight	No minimum distance	No minimum distance

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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HIGHLIGHTS

Domestic Travel in Ontario – 2002

- On average, in any given month during 2002, 29.1% of Ontario's residents (15 years and over) took a same day trip of 40 kms or more or an overnight trip of any distance to any destination in the world. August was the most popular month for Ontarians to travel with 39.3% of the adult population taking a trip. February was the least popular with only 23.4% taking a trip.

- In 2002, same day and overnight travellers from Canada made 101.6 million person visits to locations in Ontario. 100.6 million visits had Ontario as their destination, while the remaining 0.9 million visits were made by travellers en route to destinations in the US, overseas or other Canadian provinces.

- Of the 100.6 million person visits with an Ontario destination, 39.4% were primarily motivated by pleasure, 38.9% were motivated by an interest in visiting friends or relatives, 12.1% were initiated for personal reasons and 9.6% of visits were taken for business reasons.

- On average, a visitor with an Ontario destination stayed in the province 1.1 nights, travelled 190.0 km one-way from home and did so in groups that had an average size of 1.65 persons.

- Most domestic visitors in Ontario stayed in non-commercial accommodation. The homes of friends or relatives hosted 50.5 million person nights, or 45.2% of the total person nights, and private cottages hosted 20.9 million nights or 18.7% of the total person nights spent in Ontario.

- The most popular activities that visitors with an Ontario destination engaged in during their trip were:
    - VFR (57.9%)
    - Shopping (32.5%)
    - Participation in sports or the outdoors (26.3%)
    - Sightseeing (19.5%).

- In 2002, the travel activities of Canadian residents generated a total of $14.45 billion in Ontario broken down as follows:
    - Canadians who visited Ontario as a destination generated $10.26 billion
    - $0.27 billion by Canadians who spent nights in Ontario en route to another destination
    - $3.92 billion by Ontarians who purchased transportation fares on Canadian carriers in order to travel to destinations outside the province

- Total expenditures incurred in Ontario were broken down as follows:
    - Public transportation, including commercial air carriers, rail, boat and bus (30.0%)
    - Garages and gasoline stations (15.9%)
    - Restaurants and bars (15.1%)
    - Retail stores (12.6%)
    - Accommodation establishments (12.0%)
    - Recreation and entertainment establishments (6.2%)
    - Grocery and liquor stores (5.3%)
    - Car rental companies (2.1%)
    - Local transit, including limousines and taxis (0.9%)

- Central Ontario and Toronto & Area were Ontario's most frequently visited tourism areas with 23.0% and 22.5% of person visits, respectively. Central Ontario, as a destination, received 23.1 million person visits and Toronto & Area received 22.3 million person visits.

Travel from Ontario to Other Canadian Provinces – 2002

- In 2002, Ontarians took a total of 8.2 million person trips to Canadian destinations other than Ontario, of which 1.7 million, or 21.2%, were same day trips and 6.5 million or 78.8% were overnight trips.

- Quebec received 56.7% of Ontario's overnight trips to Canadian provinces other than Ontario and 94.5% of same day trips.

- Ontarians spent $2.6 billion in other Canadian provinces on same day trips that took them 40 kms and over (one way) away from home and overnight trips of any distance. This level of spending resulted in a travel deficit with the other Canadian provinces of $1,081 million in 2002 (Ontario's receipts of $1,511 million minus Ontario's payments of $2,592 million).

Comparison of Key Findings for 2001 and 2002

- Total same day visits increased by 3.7% in 2002 over 2001. Total overnight visits increased by 9.9% with visits from Manitoba having the highest rate of change.

- Visitor spending in Ontario, in current dollars, decreased by 0.7% from $10.6 billion in 2001 to $10.5 billion in 2002.

- After removing inflationary impacts, visitor spending in Ontario in constant dollars (1992) decreased by 1.5% from $8.4 billion in 2001 to $8.3 billion in 2002.

- Total travel from Ontario to other Canadian provinces increased in 2002 over 2001 by 4.8%. Same day travel increased over 2001, but overnight travel decreased by 1.5%.

- Total expenditures by Ontarians in other Canadian provinces, while on trips with a Canadian destination, decreased by 0.6% between 2001 and 2002.

- Average spending by Ontarians per person trip while travelling to a Canadian destination other than Ontario decreased in 2002 by 5.2% over 2001 (from $333 in 2001 to $316 in 2002).

POINTS SAILLANTS

Tourisme canadien en Ontario – 2002

- En moyenne, au cours de tout mois donné en 2002, 29,1 % des résidantes et résidants de l'Ontario (âgés d'au moins 15 ans)) ont fait un voyage d'une journée d'au moins 40 km ou un voyage d'au moins 24 heures d'une distance indéterminée vers une destination dans le monde. Le mois d'août a été le mois le plus populaire pour les Ontariennes et Ontariens; en effet, 39,3 % de la population adulte a voyagé. Le mois de février était le moins le plus impopulaire, ces chiffres n'étant que de 23,4 %.

- En 2002, les voyageurs canadiens effectuant un voyage d'une journée ou du jour au lendemain représentaient 101,6 millions de visites-personnes en Ontario. L'Ontario était la destination de 100,6 millions de ces visites et le reste, soit 0,9 million de visites, concernait des voyageurs qui se rendaient vers des destinations aux États-Unis, outre-mer ou dans d'autres provinces canadiennes.

- Sur les 100,6 millions de visites-personnes ayant l'Ontario pour destination, 39,4 % étaient des voyages d'agrément, 38,9 % avaient pour but la visite d'amis ou de parents, 12,1 % avaient un but personnel et 9,6 % un but commercial.

- En moyenne, les visiteurs se rendant en Ontario ont séjourné dans la province 1,1 nuit, ont parcouru 190 km (voyage aller) et voyageaient en groupes dont la taille moyenne était de 1,65 personne.

- La plupart des visiteurs canadiens en Ontario ont choisi un mode d'hébergement non commercial. Ils sont restés chez des amis ou parents (50,5 millions de nuits-personnes ou 45,2 % du nombre total de nuits-personnes) ou dans des chalets privés (20,9 millions de nuits ou 18,7 % du nombre total de nuits-personnes en Ontario).

- Les activités les plus populaires auxquelles les visiteurs ayant l'Ontario pour destination se sont adonnés durant leur voyage étaient les suivantes :

    - VAP (visites amis/parents) (57,9%)
    - Magasinage (32,5 %)
    - Sports ou activités de plein air (26,3 %)
    - Tourisme (19,5 %).

- En 2002, les activités touristiques des résidantes et résidants canadiens ont généré au total 14,45 milliards de dollars en Ontario, ventilés comme suit :
    - Les Canadiennes et Canadiens qui ont visité l'Ontario comme destination ont généré des revenus de 10,26 milliards
    - Les Canadiennes et Canadiens qui ont passé des nuits en Ontario en route vers une autre destination ont généré des revenus de 0,27 milliard de dollars
    - Les Ontariennes et Ontariens qui ont acheté des billets sur des transporteurs canadiens pour se rendre à des destinations en dehors de la province ont généré des revenus de 3,92 milliards de dollars

- Total des dépenses en Ontario, ventilé comme suit :
    - Transports publics, y compris les transporteurs aériens commerciaux, les chemins de fer, les bateaux et les autobus (30,0 %)
    - Garages et pompes à essence (15,9 %)
    - Restaurants et bars (15,1 %)
    - Magasins de détail (12,6 %)

- Hébergement (12,0 %)
- Établissements de loisirs et de spectacles (6,2 %)
- Épiceries et magasins de vente d'alcool (5,3 %)
- Compagnies de location de voitures (2,1 %)
- Transports en commun locaux, y compris limousines et taxis (0,9 %)

- Le Centre de l'Ontario et Toronto et sa région étaient les régions touristiques les plus fréquemment visités en Ontario, soit respectivement 23,0 % et 22,5 % des visites-personnes. Le Centre de l'Ontario, en tant que destination, a reçu 23,1 millions de visites-personnes et Toronto et sa région 22,3 millions.

Voyages ayant pour provenance l'Ontario et comme destination les autres provinces canadiennes – 2002

- En 2002, les Ontariennes et Ontariens ont fait au total 8,2 millions de voyages-personnes vers des destinations canadiennes autres que l'Ontario. Sur ce chiffre, 1,7 million, ou 21,2 %, étaient des voyages d'une journée et 6,5 millions, ou 78,8 %, étaient des voyages du jour au lendemain.

- Le Québec était la destination de 56,7 % des voyages du jour au lendemain vers les provinces canadiennes autres que l'Ontario et de 94,5 % des voyages effectués la même journée.

- Les Ontariennes et Ontariens ont dépensé 2,6 milliards de dollars dans les autres provinces canadiennes pour des voyages effectués la même journée ayant pour distance au moins 40 km (aller) et pour les voyages du jour au lendemain de toute distance. Ce niveau de dépenses a entraîné un déficit touristique avec les autres provinces canadiennes de 1 081 millions de dollars en 2002 (recettes de 1 511 millions de dollars de l'Ontario moins les paiements de l'Ontario de 2 592 millions de dollars).

Comparaison des résultats clés de 2001 et 2002

- Le total des visites effectuées la même journée a augmenté de 3,7 % en 2002 par rapport à 2001. Le nombre total de visites du jour au lendemain a augmenté de 9,9 %, les visites au Manitoba ayant enregistré le taux de changement le plus élevé.

- Les dépenses des visiteurs en Ontario, en dollars courants, ont diminué de 0,7 %, passant de 10,6 milliards de dollars en 2001 à 10,5 milliards de dollars en 2002.

- Une fois l'impact de l'inflation éliminé, les dépenses des visiteurs en Ontario, en dollars constants (1992) ont diminué de 1,5 %, passant de 8,4 milliards de dollars en 2001 à 8,3 milliards de dollars en 2002.

- Le nombre total de voyages en provenance de l'Ontario et à destination des autres provinces canadiennes a augmenté en 2002 par rapport à 2001 de 4,8 %. Le nombre de voyages la même journée a augmenté par rapport à 2001, mais le nombre de voyages du jour au lendemain a diminué de 1,5 %.

- Le total des dépenses des Ontariennes et Ontariens dans d'autres provinces canadiennes pendant qu'ils se rendaient vers une destination canadienne, a diminué de 0,6 % entre 2001 et 2002.

- Les dépenses moyennes des Ontariennes et Ontariens par visite-personne alors qu'ils se rendaient vers une destination canadienne autre que l'Ontario ont diminué en 2002 de 5,2 % par rapport à 2001 (de 333 $ en 2001 à 316 $ en 2002).

AN OVERVIEW OF DOMESTIC TRAVEL TO AND FROM ONTARIO - 2002

A. Domestic Travel in Ontario

A.1. Incidence of Travel among Ontario's Population

- On average, in any given month during 2002, 29.1% of Ontario's residents (15 years and over) took a same day trip of 40 kms or more or an overnight trip of any distance to any destination in the world. August was the most popular month for Ontarians to travel with 39.3% of the adult population taking a trip. February was the least popular with only 23.4% taking a trip.

- On average, 22.8% of Ontario's population (15 years and over) took an overnight trip in 2002 in any given month, with August recording the highest incidence at 35.1% and February the lowest at 15.4%.

- Most overnight pleasure trips occurred in August (16.8%). Most overnight VFR (visit friends and/or relatives) trips also occurred in December (11.6%). November was the month that recorded the highest incidence of overnight travel for business purposes (11.7%).

- On an annual basis, 30.5% of Ontario's population of 15 years and over took any overnight non-business trip during 2002 to any destination in the world. Ontario had the third highest incidence of travel across Canada after Saskatchewan (32.8%) and Nova Scotia (31.0%%).

- 23.8% of Ontario's population (15 years and over) took an overnight non-business trip in the province, 8.2% travelled to other Canadian provinces, 8.6% to the USA and 5.6 % to an international destination other than USA.

- Ontarians travelled to the USA or overseas more than other Canadians. Manitoba had the second highest incidence of travel to the U.S. (6.3%) and Alberta had the second highest incidence of travel to overseas destinations (4.3%).

A.2. Volumes & Trip Characteristics

Destination

- In 2002, same day and overnight travellers from Canada made 101.6 million person visits to locations in Ontario. 100.6 million visits had Ontario as their destination, while the remaining 0.9 million visits were made by travellers en route to destinations in the US, overseas or other Canadian provinces.

Origin of Visitors

- Provincial residents generated most of the 101.6 million visits, making Ontario a key source of tourism volume and value for itself. Ontarians accounted for 95.7 million of the total person visits (or 94.2%) to locations within Ontario, of which 95.1 million had Ontario as their destination.

- Quebec was the second largest source of visits to Ontario (3.7 million, or 3.7% of the total visits), followed by Western Canada (1.0 million visits), Manitoba (0.6 million visits) and Atlantic Canada (0.5 million visits).

Seasonality

- Most domestic visits occurred in the summer (32.8%), followed by spring (25.2%), fall (22.5) and winter (19.5%). Table 1 outlines the total visits in Ontario by season and origin for 2002.

Table 1: Total Visits in Ontario by Season and Origin 2002

Origin	QI	QII	QIII	QIV
Ontario	19.6%	25.3%	32.7%	22.4%
Quebec	18.6%	24.9%	32.2%	24.4%
Manitoba	14.9%	27.0%	46.6%	11.4%
Western Canada	22.8%	18.8%	33.0%	25.4%
Atlantic Canada	17.9%	25.9%	33.8%	22.4%

- Pleasure trips were mainly responsible for the concentration of travel in the summer months (43.7% of all pleasure visits occurred in the summer), while VFR, business and personal trips contributed to a more even distribution of travel throughout the year, as shown in Table 2.

Table 2: Total Visits in Ontario by Season and Main Purpose 2002

Main Purpose	QI	QII	QIII	QIV
Pleasure	15.1%	25.0%	43.7%	16.1%
VFR	21.0%	24.7%	27.1%	27.2%
Business	28.1%	25.1%	19.1%	27.7%
Personal	22.6%	27.0%	26.5%	23.9%

- Visitors with an Ontario destination travelled the longest distances to reach their destinations in August (the average distanced travelled was 208 kms one way away from home), while they travelled the shortest distances (170 kms) in April.

- Ontario residents visiting a provincial destination had a similar travel pattern. In August, Ontarians travelled the longest distances (average of 166 kms one way) to reach their Ontario destination, while in February they travelled the shortest distances (136 kms one way).

- Compared to person visits, person nights were even more heavily concentrated in the summer months due to the longer length of stay in the province. The first quarter accounted for 13.9% of Ontario's person nights, the second quarter for 21.2%, the third quarter for 45.2% (as opposed to 32.8% of the person visits) and the fourth quarter for 19.7%.

Prepaid Package

- Visitors to Ontario tend not to purchase prepaid packages. Only 2.0% of the visitors with an Ontario destination had purchased a prepaid package prior to leaving home. Ontario residents accounted for 90.1% of those with a prepaid package, Quebec residents for 3.5% and residents of Western Canada for 4.1%.

- 74.9% of those with a pre-paid package were on a pleasure trip with an Ontario destination. Travellers whose main purpose of trip was to visit friends and relatives accounted for 9.9% of the pre-paid packages.

- "Meals" was the most common item included in the package (79.6%), followed by accommodation (59.4%), recreation & entertainment (55.3%), public transport (32.7%) and car rental (2.8%).

- Those who had accommodation included in the prepaid package stayed in the province longer than all other visitors using roofed commercial accommodation (3.1 nights vs. 2.4 nights, on average).

- The average cost of a prepaid package was $511 per household, with 10.8% of the packages costing $1,000 or more. Residents of Manitoba spent the most on their packages to an Ontario destination ($2,555 per household), followed by residents of Western Canada ($2,514) and Atlantic Canada ($1,831).

- Visitors on a trip to an Ontario destination for personal reasons spent the least on their pre-paid package ($266 per household), while business travellers spent the most ($668 per household). Visitors on a trip to visit friends and relatives spent an average of $333 and pleasure visitors spent an average of $283 per household on pre-paid packages to an Ontario destination.

Main Purpose of Trip

- Of the 100.6 million person visits with an Ontario destination, 39.4% were primarily motivated by pleasure, 38.9% were motivated by an interest in visiting friends or relatives, 12.1% were initiated for personal reasons and 9.6% of visits were taken for business reasons.

- Ontario residents tended to travel to provincial destinations for pleasure reasons (40.0%), followed by VFR (38.9%), personal reasons (12.3%) and business (8.7%).

- For Quebec residents travelled to Ontario destinations to visit friends and relatives (42.1 %) Manitoba residents visited for pleasure reasons (63.9%). While residents from other Canadian provinces visited Ontario for business and visiting friends and relatives.

Length of Stay in Ontario

- Of the 101.6 million person visits, 60.2% began and ended on the same day, and 39.8% spent at least one night in the province. Ontario residents accounted for 88.7% of all overnight visits and 97.8% of all same day visits in the province.

Average Length of Stay, Party Size and Distance Travelled

- On average, a visitor with an Ontario destination stayed in the province 1.1 nights, travelled 190.0 km one-way from home and did so in groups that had an average size of 1.65 persons.

- On the other hand, an average overnight visitor with an Ontario destination stayed in the province 2.8 nights, travelled an average of 319.5 km one-way from home and did so in groups that had an average household size of 1.66 persons.

- Ontario residents had the lowest average stay in Ontario (0.9 nights for all visits and 2.5 nights for overnight visits), while residents of Canadian provinces west of Manitoba had the highest (8.1 nights for all visits and 8.2 nights for overnight visits).

Party Composition

- 83.8% of households visiting Ontario as a destination were comprised of adults only, with Atlantic Canada and Western Canada having the highest incidence of adults-only travelling households (94.0% for Atlantic Canada and 92.3% for Western Canada).

- The majority of the adults-only groups (71.2%) travelled alone, followed by parties with two adults (26.3%).

- Nearly 16.5 million children (or 16.3% of total person visits with an Ontario destination) under the age of 15 accompanied the 9.8 million households that took a trip to an Ontario destination. Most of the households that travelled with children were comprised of two adults (54.6%), followed by parties with one adult (37.8%).

- Business trips had the highest incidence of travel in adults-only groups (98.4%), while pleasure trips had the highest incidence of travel in adults-with-children groups (20.3%).

Accommodation

- Most domestic visitors in Ontario stayed in non-commercial accommodation. The homes of friends or relatives hosted 50.5 million person nights, or 45.2% of the total person nights, and private cottages hosted 20.9 million nights or 18.7% of the total person nights spent in Ontario.

- In the commercial sector, 14.8 million person nights (or 13.2%) were spent in hotels, 11.8 million (or 10.6%) in campgrounds, 3.8 million (or 3.4%) in motels, 3.5 million (or 3.1%) in commercial cottages.

- Resorts generated 991,000 person nights, hunting and fishing lodges generated 477,000 person nights and bed and breakfast establishments generated 1.0 million person nights.

- Overall, the commercial accommodation sector accounted for 32.6% of all person nights in Ontario (commercial roofed accommodation accounted for 21.9%).

- Pleasure trips generated 48.4% of all the person nights in Ontario and 67.3% of the person nights spent in commercial accommodation. VFR trips generated 37.0% of all person nights in Ontario, but only 7.7% of the person nights spent in commercial accommodation. Business trips generated 7.7% of Ontario's person nights and 17.2% of the person nights in commercial accommodation.

TABLE 3: Average Length of Stay and Average Party Size by Accommodation Types Used in Ontario in 2002

Type of Accommodation Used During the Trip	Visits with an Ontario Destination		Visits with any Destination	
	Length of Stay (nights)	Party Size (persons)	Length of Stay (nights)	Party Size (persons)
Hotel	2.2	1.5	2.2	1.5
Motel	2.0	1.6	2.0	1.6
Bed and Breakfast	2.2	1.5	2.2	1.6
Hunting/Fishing Lodges	4.5	1.2	4.5	1.2
Resorts	2.5	2.0	2.5	2.0
Campground	3.5	2.0	3.5	2.0
VFR	2.5	1.5	2.5	1.6
Private Cottage	3.1	2.1	3.1	2.1
Commercial Cottage	5.1	1.8	5.1	1.8

- Table 3 shows the average length of stay and party size of domestic visitors by type of accommodation used in Ontario.

- Commercial and private cottages, resorts, campgrounds and hunting/fishing lodges experienced the longest stays in 2002, while campgrounds, private and commercial cottages were visited by households with an average party size larger than that of any other type of accommodation.

- An appreciably larger proportion of households also visited campgrounds, private and commercial cottages with children (27.1%, 25.9% and 21.3%, respectively, as opposed to 15.6% for all types of accommodation).

- Travellers who stayed in commercial accommodation during their trip travelled longer distances than those who did not, with an average distance travelled of 378 km.

Mode of Transport

- The automobile was by far the favourite transportation mode of domestic visitors in Ontario. Of the visits that had Ontario as their destination, 93.9% travelled by private auto.

- Air travel was used by 2.0% of visitors, while 2.2% used commercial buses to reach their destination. Rail transport was used by 1.3% of visitors.

- Business travellers with an Ontario destination relied, in relative terms, less on automobiles (84.5%) and more on airplanes (10.9%) to reach their destinations.

- Residents of provinces west of Manitoba used mainly airplanes (91.0%) to reach their Ontario destinations, as did residents of Atlantic Canada (59.0%), while the overwhelming majority of the Ontario residents (95.5%) used automobiles to reach their provincial destinations.

Activities During the Trip

- The most popular activities that visitors with an Ontario destination engaged in during their trip were:
    - VFR (57.9%)
    - Shopping (32.5%)
    - Participation in sports or the outdoors (26.3%)
    - Sightseeing (19.5%).

- The most popular outdoor activities were:
    - Walking or hiking (11.3% of the total person visits with an Ontario destination)
    - Swimming (9.7%)
    - Boating (6.3%)
    - Fishing (4.0)%
    - Golfing (2.6%).

- Visits to casinos were relatively few; accounting for 3.1% of the total visits to Ontario as a destination.

- Overnight visitors with an Ontario destination had a higher degree of participation in almost every activity (VFR, 68.6%; participation in sports or the outdoors, 38.6%; shopping, 38.4%; and sightseeing, 26.8%).

- Visitors on an overnight pleasure trip to an Ontario destination had more of an outdoor orientation than any other travel group. They favoured the following activities:
    - Participation in sports/outdoor activities (57.4%)
    - VFR (49.3%)

- Shopping (40.5%)
- Sightseeing (40.1%)

- The most popular sports or outdoor activities for travellers on an overnight pleasure trip were
  - Walking or hiking (30.1%)
  - Swimming (29.4%)
  - Boating (22.8%)
  - Fishing (14.0%)
  - Bird or wildlife viewing (9.0%)
  - Cycling (7.0%)

- Overnight pleasure visitors had the highest incidence of casino visitation (4.8%), more than any other group.

Demographics

- On average, a visitor with an Ontario destination was 37.0 years old, belonged to a household with an average income of $74,100 and, for those aged 15 years and over, was most likely to have had achieved a post-secondary (or higher) education level.

- Of the adults with an Ontario destination, 53.9% were male, 72.1% were employed and 23.1% were not in the labour force. Of those not in the labour force, 33.0% were 65 years of age or older and 22.9% were between 55 and 64 years of age.

A.3. Expenditures

- In 2002, the travel activities of Canadian residents generated a total of $14.45 billion in Ontario broken down as follows:
  - Canadians who visited Ontario as a destination generated $10.26 billion
  - $0.27 billion by Canadians who spent nights in Ontario en route to another destination
  - $3.92 billion by Ontarians who purchased transportation fares on Canadian carriers in order to travel to destinations outside the province

- Total expenditures incurred in Ontario were broken down as follows:
  - Public transportation, including commercial air carriers, rail, boat and bus (30.0%)
  - Garages and gasoline stations (15.9%)
  - Restaurants and bars (15.1%)
  - Retail stores (12.6%)
  - Accommodation establishments (12.0%)
  - Recreation and entertainment establishments (6.2%)
  - Grocery and liquor stores (5.3%)
  - Car rental companies (2.1%)
  - Local transit, including limousines and taxis (0.9%)

- The prominence of public transportation was due to the purchase of tickets (by Ontario residents) for trips outside Ontario on domestic carriers ($3.92 billion). Removing these fares from the total reduces the share of public transport expenditures from 30.0% to 3.9%, resulting in an increase in the share spending at restaurants and bars from 15.1% to 20.7%

- Ontario residents (with a destination in the province) accounted for 86.1% of total expenditures in Ontario and 68.1% of the total expenditures of those who spent nights in Ontario en route to another destination.

- Quebec accounted for 5.4% of total expenditures (by those who visited the province as a destination), Manitoba for 1.0%, provinces west of Manitoba for 4.9% and the Atlantic Provinces for 2.5%.

- Travellers on same day visits in Ontario spent a total of $3.26 billion, or 31.8% of the expenditures incurred in Ontario by those who visited the province as a destination.

- The third quarter received the largest share of the expenditures incurred by those who visited Ontario as a destination:
    - First quarter 18.2%
    - Second quarter 24.8%
    - Third quarter 33.0%
    - Fourth quarter 23.9%

- Based on purpose of trip, total expenditures incurred in Ontario on trips with an Ontario destination ($10.26 billion) was broken down as follows:
    - Pleasure trips accounted for 42.6%
    - VFR trips 25.5%
    - Business trips 20.8%
    - Personal trips for 11.1%

- The share of expenditures accounted by business travellers was nearly two and an half times greater than their share of person visits with an Ontario destination (8.7%), reflecting the higher average spending of these visitors.

- Total spending on accommodation ($1.7 billion) was broken down as follows:
    - Business trips with an Ontario destination accounted for 39.0%
    - Pleasure trips 42.2%
    - VFR trips 7.3%
    - Personal trips 7.9%
    - Trips with an overnight stop in Ontario en route to another destination 3.6%

- Table 4 shows how each of the three major behavioural market segments spent its travel budget.

TABLE 4: Expenditure Shares by Main Purpose of Trip Visits with an Ontario Destination 2002			
	Pleasure	VFR	Business
Public Transport	2.1%	3.9%	11.9%
Vehicle Operation	18.7%	28.3%	18.4%
Vehicle Rental	1.0%	1.7%	3.9%
Local Transport	0.5%	1.4%	2.4%
Accommodation	16.8%	4.8%	31.7%
Grocery & Liquor Stores	8.5%	8.8%	2.5%
Restaurants	20.7%	23.2%	20.2%
Amusement and Recreation	13.4%	7.3%	2.6%
Retail	18.5%	20.5%	6.3%
Clothing	11.5%	13.5%	2.7%
Other	7.0%	7.0%	3.6%
Total ($billions)	$4.37	$2.62	$2.14

- Overall, domestic travellers (with an Ontario destination) spent an average of $169 per household visit, or $102 per person visit in Ontario.

TABLE 5: Average Spending in Ontario per Visit by Origin and Main Purpose Visits with an Ontario Destination 2002										
Main Purpose	Origin Of Visitors									
	Ontario		Quebec		Manitoba		Western Canada		Atlantic Canada	
	per hhld	per person	per hhld	per person	per hhld	per person	per hhld	per person	per hhld	per person
Total	$154	$93	$238	$153	$316	$186	$780	$593	$702	$526
Same-Day	$89	$54	$61	$39	$29	$17	$256	$233	$109	$120
Overnight	$266	$160	$328	$212	$359	$212	$788	$598	$721	$535
Pleasure	$193	$106	$303	$159	$164	$82	$983	$624	$793	$526
Same-Day	$112	$63	$51	$25	$28	$16	$25	$25	--	--
Overnight	$312	$166	$409	$221	$192	$93	$992	$631	$793	$526
Business	$199	$183	$317	$291	$659	$634	$820	$773	$781	$749
Same-Day	$75	$71	$85	$83	$35	$24	$106	$106	$133	$133
Overnight	$595	$506	$473	$419	$694	$685	$836	$787	$824	$789
VFR	$106	$62	$145	$86	$286	$172	$614	$408	$587	$369
Same-Day	$63	$35	$40	$22	$26	$13	$475	$475	--	--
Overnight	$164	$103	$193	$119	$310	$187	$614	$407	$587	$369

- Same day visitors with an Ontario destination spent $81 per household on average, or $53 per person visit. Overnight visitors with an Ontario destination spent an average of $292 per household visit, or $178 per overnight person visit.

- Among the travellers with an Ontario destination, the most lucrative market was the business traveller, regardless of the traveller's origin. These travellers spent $241 per household visit or $222 per person visit. Business visitors from Western Canada had the highest average spending per household, or per person, while business visitors from Ontario had the lowest.

- Overnight visitors from Western Canada had the highest average spending per household visit, as well as per person visit regardless of the main purpose of their trip, with the exception

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Same-Day	$89	$54	$61	$39	$29	$17	$256	$233	$109	$120
Overnight	$266	$160	$328	$212	$359	$212	$788	$598	$721	$535
Pleasure	$193	$106	$303	$159	$164	$82	$983	$624	$793	$526
Same-Day	$112	$63	$51	$25	$28	$16	$25	$25	--	--
Overnight	$312	$166	$409	$221	$192	$93	$992	$631	$793	$526
Business	$199	$183	$317	$291	$659	$634	$820	$773	$781	$749
Same-Day	$75	$71	$85	$83	$35	$24	$106	$106	$133	$133
Overnight	$595	$506	$473	$419	$694	$685	$836	$787	$824	$789
VFR	$106	$62	$145	$86	$286	$172	$614	$408	$587	$369
Same-Day	$63	$35	$40	$22	$26	$13	$475	$475	--	--
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- Overnight visitors from Western Canada had the highest average spending per household visit, as well as per person visit regardless of the main purpose of their trip, with the exception

of average spending by residents from the Atlantic provinces visiting Ontario for an overnight business trip.

- Ontario residents spent the least per person visit, or per household visit, a reflection in part of their high incidence of same day travel, their low incidence of commercial accommodation usage and their low average length of stay during overnight trips.

B. Regional Travel in Ontario

B.1. Trip Characteristics

- In 2001, Ontario's travel regions were restructured to better reflect the tourism industry in the province and the patterns of visitation with the province. Please see Appendix 1 for the map of Ontario's travel regions and detailed list for descriptions of each region.

- Historically, Ontario's southern regions have been the beneficiary of considerably more tourism volume than its northern regions, largely because so much of the domestic travel is generated by the province's own residents who, in turn, dwell mostly in the southern tourism areas (92% of Ontario's population live in its six southern travel regions, while only 8% live in its six northern travel regions).

- Central Ontario and Toronto & Area were Ontario's most frequently visited tourism areas with 23.0% and 22.5% of person visits, respectively. Central Ontario, as a destination, received 23.1 million person visits and Toronto & Area received 22.3 million person visits.

TABLE 6: Person Visits to Ontario Regions as a Destination and Any Stops in Region 2002

Region	Visits to Region as a Destination				Any Stop in Region	
	Overnight		Total		Total	
	(000s)	%	(000s)	%	(000s)	%
1. Essex	646	1.6%	1,588	1.6%	1,637	1.6%
2. Southwestern Ontario	3,935	10.0%	11,481	11.4%	11,623	11.4%
3. Niagara Region	2,055	5.2%	5,274	5.2%	5,422	5.3%
4. South-Central Ontario	3,297	8.4%	11,818	11.7%	12,077	11.9%
5. Toronto & Area	7,038	17.8%	22,263	22.1%	22,814	22.5%
6. Central Ontario	11,510	29.2%	23,051	22.9%	23,379	23.0%
7. St. Lawrence River Corridor	2,461	6.2%	6,298	6.3%	6,615	6.5%
8. Ottawa Region	2,752	7.0%	6,036	6.0%	6,321	6.2%
9. Eastern Ontario	1,839	4.7%	3,897	3.9%	4,008	3.9%
10. North-Central	1,873	4.7%	2,795	2.8%	2,901	2.9%
11. North-East	2,051	5.2%	3,709	3.7%	3,938	3.9%
12. North-West	1,074	2.7%	1,775	1.8%	1,932	1.9%
Total	39,474	100.0%	100,627	100.0%	101,554	100.0%

- South-Central Ontario welcomed 11.9% of total domestic person visits or 12.1 million person trips as a destination. Southwestern Ontario received 11.4% of total domestic person visits or 11.6 million person visits as a destination.

- St. Lawrence River Corridor had 6.5% of total domestic visitors (6.3 million as a destination) and the Ottawa Region had 6.2% of total domestic person visits (6.1 million as a destination).

- Person visits have been outlined in Table 6 and have been broken down into visits to regions as a destination and any stops in regions.

TABLE 7: Total Person Visits to Regions 2002						
Region Visited	Average: Length of Stay (nights)		Party Size (persons)		Distance Travelled (Kms)*	
	Total	Over-night	Total	Over-night	Total	Over-night
1. Essex	1.15	2.77	1.64	1.66	219.7	367.8
2. Southwestern Ontario	0.84	2.46	1.66	1.65	152	249.3
3. Niagara Region	0.79	2.03	1.67	1.68	161	243.9
4. South-Central Ontario	0.61	2.23	1.64	1.59	132.9	248.8
5. Toronto & Area	0.79	2.47	1.54	1.44	224.3	500.5
6. Central Ontario	1.35	2.73	1.8	1.8	155.6	202.2
7. St. Lawrence River Corridor	0.97	2.46	1.64	1.77	183.5	281.9
8. Ottawa Region	1.26	2.71	1.54	1.51	305.5	527.1
9. Eastern Ontario	1.24	2.67	1.72	1.76	146.2	218.5
10. North-Central	2.21	3.36	1.77	1.83	250	319.4
11. North-East	1.81	3.34	1.66	1.63	285.7	437
12. North-West	2.18	3.58	1.63	1.74	316.6	440.9

*Distance travelled to a travel region as a destination

- The distribution of visits across Ontario's travel regions changes when considering the overnight market (overnight stays in regions as a destination) with the exception of Central Ontario and Toronto & Area as the top two destinations.
    - Central Ontario received the largest share of overnight visitors with the region as a destination (11.5 million or 29.2%).
    - Toronto & Area followed with 7.0 million or 17.8%
    - Followed by Southwestern Ontario (3.9 million or 10.0%) and South-Central Ontario (3.3 million or 8.4%)

- On average, domestic visitors travelled to 1.02 Ontario travel regions while in the province.

- Toronto & Area and Southwestern Ontario generated the most spin-off benefits to other provincial regions. In 2002, visitors with a destination in Toronto & Area spent 17.0 million person nights in that region and an additional 1.1 million person nights in other provincial regions, while visitors destined to Southwestern Ontario spent 9.4 million person nights and an additional 0.9 million person nights in other parts of the province.

- Visitors from Western Canada accounted for 33.7% of the additional nights generated by Toronto & Area, Ontario accounted for 30.4%, Atlantic Canada for 18.5%, Quebec for 9.9% and Manitoba for 7.5%.

- In Southwestern Ontario, visitors from Western Canada accounted for 61.7% of the additional nights generated by that region and visitors from Ontario accounted for 30.3% of the additional nights generated in the province.

TABLE 8: Person Visits Destined to a Region by Length of Stay and Main Purpose 2002			
Region of Destination	% of Visits to a Region by Main Purpose	Total (%)	Overnight (%)
1. Essex	Pleasure	29.3	25.3
	VFR	44.2	52.7
	Business	13.3	12.1
2. Southwestern Ontario	Pleasure	37.5	40.6
	VFR	43.5	47.0
	Business	7.1	5.0
3. Niagara Region	Pleasure	55.5	57.5
	VFR	30.0	30.7
	Business	7.3	4.5
4. South-Central Ontario	Pleasure	27.8	25.8
	VFR	49.6	60.3
	Business	8.2	3.8
5. Toronto & Area	Pleasure	28.2	24.5
	VFR	43.9	45.4
	Business	16.7	20.1
6. Central Ontario	Pleasure	54.6	60.6
	VFR	32.8	32.3
	Business	4.2	2.2
7. St. Lawrence River Corridor	Pleasure	35.3	41.0
	VFR	36.2	46.4
	Business	11.3	6.0
8. Ottawa Region	Pleasure	32.4	31.4
	VFR	36.3	44.9
	Business	14.3	18.3
9. Eastern Ontario	Pleasure	44.3	53.5
	VFR	38.6	36.4
	Business	4.6	4.1
10. North-Central	Pleasure	47.3	52.6
	VFR	31.0	36.8
	Business	5.8	3.4
11. North-East	Pleasure	45.0	43.6
	VFR	29.5	36.8
	Business	9.7	10.6
12. North-West	Pleasure	54.8	56.2
	VFR	23.7	25.2
	Business	9.9	10.0

- Visitors to Ontario's northern regions stayed longer, and travelled longer distances in order to get there, than those who visited the southern regions. Toronto & Area's low averages for length of stay and party size reflect the high volume of same day visitors to the region, as well as its high volume of business visitors (16.7% for Toronto & Area vs. 9.6% for Ontario as a whole), who tend to travel alone.

- As Table 8 indicates, the majority of overnight visitors who took a trip to a destination in Niagara Region, Central Ontario, and North West did so for pleasure.

- VFR visitors played an important role (over 40% of visits) in Essex, Southwestern Ontario, South-Central Ontario and Toronto & Area.

- Compared to other travel regions, Essex, Toronto & Area, St. Lawrence River Corridor and Ottawa Region attracted a higher proportion (over 10% of visits) of business travellers than Ontario's other travel regions.

- Toronto & Area accounted for 23.3% of the person nights spent in the province in commercial roofed accommodation, followed by Central Ontario (17.9%), Ottawa Region (9.8%) and Niagara (8.3%). Northern Ontario as a whole accounted for 18.5% of the person nights spent in commercial roofed accommodation.

- When non-roofed commercial accommodation is under consideration Central Ontario moves to the top of the list accounting for 33.5% of the provincial person nights spent in camping or trailer parks, while Southwestern Ontario accounted for 13.1%.

- Central Ontario accounted for the majority of the provincial person nights spent in a private cottage (61.9%), while the northern regions (10 to 12) accounted for 18.9%.

- As Table 9 indicates, three out of the twelve travel regions drew significantly upon their own residents as their source of overnight domestic travel.

- Among the visitors who had an Ontario travel region as their destination, the most popular activity was visiting friends and relatives irrespective of the travel region under consideration, with the exception of Niagara Region where the most popular activity was sightseeing.

- The most popular activity for overnight pleasure visitors in Central Ontario, St. Lawrence River Corridor, Eastern Ontario, North Central, North-East and North-West was participation in sports or outdoor activities. The most popular activity for overnight pleasure visitors was VFR in Essex, Southwestern Ontario, South-Central Ontario and in Ottawa Region. The most popular activity was sightseeing in Niagara Region and shopping in Toronto & Area.

TABLE 9: The Top Overnight Travel Markets for Each Ontario Travel Region Total Overnight Person Visits 2002		
Region Visited	**% of Overnight Visitors to a Region Originating in:**	
1. Essex	Toronto & Area	32.4
	Southwestern Ontario	20.8
	South-Central Ontario	15.2
	Essex	7.5
2. Southwestern Ontario	Southwestern Ontario	27.2
	Toronto & Area	21.8
	South-Central Ontario	17.2
	Central Ontario	10.0
3. Niagara Region	Toronto & Area	39.1
	South-Central Ontario	13.2
	Southwestern Ontario	13.2
	Central Ontario	12.6
4. South-Central Ontario	Toronto & Area	26.9
	Central Ontario	17.7
	South-Central Ontario	16.2
	Southwestern Ontario	13.1
5. Toronto & Area	Central Ontario	14.4
	Quebec	11.3
	Southwestern Ontario	11.0
	Toronto & Area	10.9
6. Central Ontario	Toronto & Area	47.6
	South-Central Ontario	17.2
	Central Ontario	16.0
	Southwestern Ontario	5.9
7. St. Lawrence River Corridor	Toronto & Area	20.5
	Ottawa Region	18.3
	St. Lawrence River Corridor	13.9
	Quebec	13.0
8. Ottawa Region	Quebec	27.9
	Toronto & Area	20.9
	Central Ontario	7.4
	St. Lawrence River Corridor	7.4
9. Eastern Ontario	Ottawa Region	33.4
	Eastern Ontario	13.7
	Quebec	12.3
	St. Lawrence River Corridor	11.2
10. North Central	Toronto & Area	34.1
	Central Ontario	20.6
	South-Central Ontario	11.4
	North-East	7.5
11. North-East	North-East	38.8
	Toronto & Area	15.7
	Central Ontario	7.6
	North-Central	7.0
12. North-West	North-West	47.2
	Manitoba	28.8
	Western Canada	6.5
	Toronto & Area	5.3

B.2. Expenditures in Ontario's Travel Regions

- Total expenditures assigned to each of Ontario's travel regions have been provided in Table 10. These expenditures are separated into those incurred by the visitors to a region and those incurred by its own residents while trying to reach destinations outside the region (mainly transportation fares paid in one's own place of residence).

TABLE 10: Total Expenditures Assigned to Regions 2002

	Expenditures Incurred in a Region by its Visitors ($Millions)	Expenditures Incurred in a Region by its Residents[1] ($Millions)	Total Expenditures Assigned to a Region[2] ($Millions)
1. Essex	$183.686	$67.914	$251.600 *1.7%*
2. Southwestern Ontario	$741.989	$354.220	$1,096.209 *7.6%*
3. Niagara Region	$566.312	$138.505	$704.818 *4.9%*
4. South-Central Ontario	$682.868	$688.686	$1,371.554 *9.5%*
5. Toronto & Area	$2,466.345	$2,445.027	$4,911.372 *34.0%*
6. Central Ontario	$1,757.784	$410.852	$2,168.636 *15.0%*
7. St. Lawrence River Corridor	$531.668	$165.624	$697.291 *4.8%*
8. Ottawa Region	$875.263	$586.783	$1,462.046 *10.1%*
9. Eastern Ontario	$210.625	$104.509	$315.133 *2.2%*
10. North Central	$324.872	$50.708	$375.579 *2.6%*
11. North-East	$571.701	$89.351	$661.051 *4.6%*
12. North-West	$264.723	$93.972	$358.695 *2.5%*
Region Unknown	$74.386	$1.931	$76.318 *0.5%*

[1] *Expenses incurred in a region by its residents to reach a destination outside of the region.*
[2] *Totals may not foot due to rounding.*

- The largest share of expenditures went to Toronto & Area (35.6%), followed by Central Ontario (15.0%) and Ottawa Region (10.1%). The northern regions accounted for 9.7% of the total expenditures assigned to Ontario.

- Travellers who visited the North-West region of the province had the highest average spending per household per visit, followed by Ottawa Region and North-East.

- On a per person visit basis, Ottawa Region had the highest average spending, followed by Toronto & Area and North-West.

- Essex had the highest average spending per person visit among the travellers who took an overnight trip for pleasure.

- North-East had the highest average spending among travellers who took overnight trips for the purpose of business.
- North-West had the highest average spending among travellers who took overnight trips to visit friends and relatives.
- As was the case at the provincial level, business travellers in all regions spent more per night than any other traveller.

TABLE 11: Average Spending in Each Region
Expenditures Incurred by Visitors 2002

Travel Region	Average Spending				
	Per Household Per Visit	Per Person Per Visit	Per Overnight Person Visit		
			Pleasure	Business	VFR
1. Essex	$252.10	$153.70	$284.69	$464.82	$127.16
2. Southwestern Ontario	$157.34	$94.31	$133.56	$212.51	$83.92
3. Niagara Region	$216.87	$29.99	$271.45	$419.09	$87.87
4. South-Central Ontario	$186.50	$113.57	$114.91	$332.62	$104.99
5. Toronto & Area	$332.19	$215.28	$246.33	$515.86	$139.99
6. Central Ontario	$166.72	$92.76	$132.98	$288.40	$61.78
7. St. Lawrence River Corridor	$173.37	$105.41	$136.18	$261.15	$94.17
8. Ottawa Region	$355.12	$231.30	$269.62	$467.85	$132.95
9. Eastern Ontario	$135.42	$78.63	$91.99	$263.55	$61.59
10. North Central	$229.15	$129.47	$133.46	$310.03	$122.89
11. North-East	$279.28	$167.86	$196.19	$583.40	$136.31
12. North-West	$302.70	$185.66	$113.58	$533.21	$188.95

C. Ontarians' Travel to Other Canadian Provinces

- In 2002, Ontarians took a total of 8.2 million person trips to Canadian destinations other than Ontario, of which 1.7 million, or 21.2%, were same day trips and 6.5 million or 78.8% were overnight trips.
- Quebec received 56.7% of Ontario's overnight trips to Canadian provinces other than Ontario and 94.5% of same day trips.
- Most of the trips taken by Ontarians to Canadian destinations other than Ontario were motivated by pleasure and VFR reasons (74.7%). These motivating factors differed somewhat from those observed on trips with an Ontario destination. Proportionately, Ontarians took more pleasure and VFR trips and fewer business trips in their own province than in other Canadian provinces.

TABLE 12: Travel by Ontarians to Other Canadian Provinces 2002 40+ Kms for Same Day Trips and 1+ Kms for Overnight Trips ('000's)			
	Total	Same Day	Overnight
Total	8,203	1,741	6,462
Quebec	5,308	1,645	3,663
Manitoba	417	95	322
Nova Scotia	464	1	463
New Brunswick	447	0	447
Other Atlantic	380	0	380
Alberta	501	0	501
British Columbia	560	0	560
Other Canada	126	0	126

- Nearly two out of every three overnight pleasure trips (64.7%) that Ontarians took to destinations in other Canadian provinces were to Quebec and over one-in-ten were to the Atlantic provinces (15.7%).

TABLE 13: Travel By Ontarians to Other Canadian Provinces 2002 40+ Kms for Same Day Trips and 1+ Kms for Overnight Trips (000's)			
	Total	Same Day	Overnight
Total	6,960 *100.0%*	1,742 *100.0%*	5,216 *100.0%*
Pleasure	2,803 *40.3%*	822 *47.2%*	1,981 *38.0%*
VFR	2,329 *33.5%*	437 *25.1%*	1,891 *36.3%*
Business	1,243 *17.9%*	300 *17.2%*	943 *18.1%*
Personal/Other	585 *8.4%*	183 *10.5%*	401 *7.7%*

- In total, Ontarians spent $2.6 billion in other Canadian provinces on same day trips that took them 40 kms and over (one way) away from home and overnight trips of any distance. This level of spending resulted in a travel deficit with the other Canadian provinces of $1,081 million in 2002 (Ontario's receipts of $1,511 million minus Ontario's payments of $2,592 million).

TABLE 14: Spending by Ontarians in Other Canadian provinces			
	Same Day (millions)	Overnight (millions)	Total (millions)
Trips to any Destination	$107	$2,485	$2,592
Trips to a Canadian Destination	$107	$2,485	$2,592

COMPARISON OF KEY FINDINGS FOR 2001 AND 2002

A. Trip Volumes & Characteristics

- As Table 15 demonstrates, total visits to Ontario increased in 2002 over 2001. Visits from Quebec increased by the highest rate of change (20.6%), followed by visits from Manitoba (20.4%).

TABLE 15: Total Person Visits in Ontario (000's)

Origin of Visitors	2001	2002	% Rate of Change 2001/2002
Ontario	90,741	95,665	5.4%
Quebec	3,108	3,749	20.6%
Manitoba	494	595	20.4%
Western Canada	919	1,008	9.7%
Atlantic Canada	459	536	16.8%
Total	95,720	101,554	6.1%

- Total same day visits increased by 3.7% in 2002 over 2001. Total overnight visits increased by 9.9% with visits from Manitoba having the highest rate of change.

TABLE 16: Total Overnight Person Visits in Ontario (000's)

Origin of Visitors	2001	2002	% Rate of Change 2001/2002
Ontario	32,776	35,844	9.4%
Quebec	2,180	2,511	15.2%
Manitoba	420	521	24.0%
Western Canada	912	997	9.3%
Atlantic Canada	459	526	14.6%
Total	36,747	40,400	9.9%

- Trips taken for VFR, pleasure and personal reasons increased in 2002 over 2001. Business trips decreased by 3.3%, which was driven by the 6.6% decrease in same day trips. The decrease in business trips could be attributable to the fact that following 9/11 many corporations sought alternatives to business travel. See Table 17 for details.

TABLE 17: Total Person Visits in Ontario (000's)			
Main Purpose of Trip	2001	2002	% Rate of Change 2001/2002
VFR	35,456	39,406	11.1%
Same Day	19,928	22,881	14.8%
Overnight	15,528	16,525	6.4%
Pleasure	39,062	40,182	2.9%
Same Day	23,445	22,566	-3.7%
Overnight	15,617	17,617	12.8%
Business	10,051	9,717	-3.3%
Same Day	6,913	6,495	-6.0%
Overnight	3,138	3,222	2.7%
Personal	11,119	12,158	9.3%
Same Day	8,657	9,153	5.7%
Overnight	2,462	3,005	22.1%

- Overall, the average length of stay in Ontario among all origin groups and all types of trips decreased in 2002 by 3.0% over 2002.
- The average length of stay in Ontario among overnight visitors decreased by 9.0% in 2002 over 2001. The decrease is a reflection of the decline in length of stay by all visitor origins to the province.
- The domestic visitor to Ontario was more active in 2002 than in 2001. Visitors participated, on average, in 1.92 activities in 2001 and in 2.10 in 2002.

TABLE 18: Total Person Visits in Ontario			
Origin of Visitors	Average Length of Stay (nights)		
	2001	2002	% Rate of Change 2001/2002
All Origins			
All Visits	1.14	1.10	-3.0
Overnight Visits	3.04	2.77	-9.0
Ontario Origin			
All Visits	1.00	0.95	-4.8
Overnight Visits	2.77	2.53	-8.6
Quebec Origin			
All Visits	2.18	2.07	-5.1
Overnight Visits	3.55	3.08	-13.2
Manitoba Origin			
All Visits	3.47	3.67	5.6
Overnight Visits	5.20	4.19	-19.4
Western Canada Origin			
All Visits	7.57	7.42	-2.0
Overnight Visits	8.20	7.50	-8.5
Atlantic Canada Origin			
All Visits	6.49	7.04	8.5
Overnight Visits	8.23	7.18	-12.7

- The proportion of visitors who participated in outdoor activities decreased by 0.1% from 26.5% in 2001 to 26.4% in 2002.

- Table 19 presents the top activities that visitors engaged in during their trip, as well as the top outdoor activities.

- When comparing 2002 levels of participation to 2001, attending cultural performances and participation in outdoor activities experienced decrease. Visiting a national or provincial park experienced the highest growth in 2002 over 2001.

TABLE 19: Person Visits to Ontario
Percent of Visitors Participating in Selected Activities

Activity	2001 (%)	2002 (%)	% Rate of Change 2001/2002
Visit friends or relatives	54.0%	57.9%	7.3%
Participated in outdoor activities	26.5%	26.4%	-0.1%
Swimming	8.1%	9.9%	21.7%
Walking/hiking	9.5%	11.5%	21.2%
Other water-based activities	6.3%	8.6%	36.0%
Fishing	3.6%	4.0%	10.3%
Golfing	2.4%	2.6%	10.6%
Bird/wildlife watching	1.6%	2.4%	53.1%
Shopping	29.8%	32.8%	10.0%
Sightseeing	18.5%	19.9%	7.9%
Attend sports event	6.7%	6.8%	1.4%
Nightlife	11.5%	12.1%	5.4%
Attend festival/fair or exhibit	3.9%	4.7%	20.4%
Visit national/provincial park	5.2%	6.6%	25.7%
Attend a cultural performance	4.4%	3.9%	-10.6%

- Overall, the number of person nights spent in Ontario increased by 2.9% from 108.7 million in 2001 to 111.9 million in 2002.

- All accommodation types experienced increases in person nights with the exception of motels. Please see Table 20 for more details.

TABLE 20: Person Nights in Ontario
(000's)

Type of Accommodation Used	2001	2002	% Rate of Change 2001/2002
Hotel	14,583	14,792	1.4%
Motel	3,887	3,760	-3.3%
Bed & Breakfast	904	1,004	11.1%
Resort/Lodge	1,429	1,468	2.7%
Camping/Trailer	10,246	11,831	15.5%
Private Cottage	18,817	20,880	11.0%
Commercial Cottage	2,697	3,469	28.6%
Home of Friend or Relative	48,510	50,514	4.1%
Other/not stated	7,652	4,139	-45.9%
Total Non-commercial	67,327	71,394	6.0%
Total Commercial	33,747	36,324	7.6%
Total Roofed Commercial	23,501	24,493	4.2%

B. Expenditures

- Visitor spending in Ontario, in current dollars, decreased by 0.7% from $10.6 billion in 2001 to $10.5 billion in 2002.
- After removing inflationary impacts, visitor spending in Ontario in constant dollars (1992) decreased by 1.5% from $8.4 billion in 2001 to $8.3 billion in 2002.
- Spending by all visitors that had Ontario as their destination decreased in 2002 by 0.7% over 2001.
- Total spending by Ontario residents who visited the province as their destination decreased in 2002 by 0.7% over 2001. Spending by Ontarians while on an overnight trip to an Ontario destination increased by 4.2% over 2001.

TABLE 21: Visitor Spending in Ontario (millions)

Type of Expenditure	2001	2002	% Rate of Change 2001/2002
Expenditures incurred by visitors with an Ontario destination	$10,337,892	$10,263,407	-0.7%
Expenditures incurred by visitors with an overnight stop in Ontario, but en route to another destination	$263,991	$268,521	1.7%

- Total spending in Ontario by residents from Western Canada increased by 1.0% in 2002 over 2001. Total spending in Ontario by residents from Atlantic Canada increased by 20.0% in 2002 over 2001.

TABLE 22: Expenditures Assigned to Ontario Visits with an Ontario Destination

Origin of Visitors	2001 (millions)	2002 (millions)	% Rate of Change 2001/2002
Ontario	$8,904,059	$8,837,980	-0.7%
Same Day	$3,494,216	$3,202,325	-8.4%
Overnight	$5,409,843	$5,635,655	4.2%
Quebec	$622,366	$558,782	-10.2%
Same Day	$42,821	$48,525	13.3%
Overnight	$579,545	$510,257	-12.0%
Manitoba	$98,142	$105,694	7.7%
Same Day	$2,376	$1,249	-47.4%
Overnight	$95,766	$104,445	9.1%
Western Canada	$499,783	$504,660	1.0%
Same Day	$211	$2,558	--
Overnight	$499,572	$502,102	0.5%
Atlantic Canada	$213,542	$256,291	20.0%
Same Day	-	$1,199	--
Overnight	$213,541	$255,092	19.5%

- Expenditures associated with VFR trips to Ontario destinations increased by 6.0% in 2002 over 2001, as did expenditures on trips for pleasure and personal reasons. Expenditures on business trips decreased by 15.4%.

TABLE 23: Expenditures Assigned to Ontario Visits with an Ontario Destination			
Main Purpose of Trip	**2001 (millions)**	**2002 (millions)**	**% Rate of Change 2001/2002**
VFR	$2,468,482	$2,615,377	6.0%
Same day	$751,949	$784,402	4.3%
Overnight	$1,716,533	$1,830,976	6.7%
Pleasure	$4,326,074	$4,369,363	1.0%
Same Day	$1,618,860	$1,402,705	-13.4%
Overnight	$2,707,215	$2,966,657	9.6%
Business	$2,524,038	$2,135,343	-15.4%
Same Day	$655,962	$466,135	-28.9%
Overnight	$1,868,076	$1,669,209	-10.6%
Personal	$1,018,639	$1,133,147	11.2%
Same Day	$510,520	$598,013	17.1%
Overnight	$508,119	$536,134	5.5%

TABLE 24: Visitor Spending in Ontario All Visits			
Item of Expenditure	**2001 ($000) *(% share)***	**2002 ($000) *(% share)***	**% Rate of Change 2001/2002**
Public Transport*	$643,799 *6.1%*	$571,070 *5.4%*	-11.3%
Vehicle Rental	$258,147 *2.4%*	$208,138 *2.0%*	-19.4%
Vehicle Operation	$2,140,614 *20.2%*	$2,229,312 *21.2%*	4.1%
Local Transport	$123,966 *1.2%*	$125,801 *1.2%*	1.5%
Accommodation	$1,726,314 *16.3%*	$1,736,110 *16.5%*	0.6%
Food/ beverage at Stores	$681,839 *6.4%*	$761,665 *7.2%*	11.7%
Food/ Beverage at Restaurants	$2,160,309 *20.4%*	$2,179,882 *20.7%*	0.9%
Recreation	$944,541 *10.0%*	$898,623 *8.5%*	-4.9%
Clothing	$1,062,304 *8.8%*	$1,095,058 *10.4%*	3.1%
Other Retail	$860,049 *8.1%*	$726,269 *6.9%*	-15.6%

**International fares assigned to Ontario have been omitted.*

- Vehicle operation, food and beverage purchased at stores and spending on clothing experienced the largest increases in 2002 over 2001 (see Table 24). Spending on vehicle rental, other retail, public transportation, and recreation experienced decreases in spending in 2002 over 2001.

TABLE 23: Expenditures Assigned to Ontario Visits with an Ontario Destination			
Main Purpose of Trip	**2001 (millions)**	**2002 (millions)**	**% Rate of Change 2001/2002**
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Business	$2,524,038	$2,135,343	-15.4%
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Overnight	$1,868,076	$1,669,209	-10.6%
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Accommodation	$1,726,314 *16.3%*	$1,736,110 *16.5%*	0.6%
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Recreation	$944,541 *10.0%*	$898,623 *8.5%*	-4.9%
Clothing	$1,062,304 *8.8%*	$1,095,058 *10.4%*	3.1%
Other Retail	$860,049 *8.1%*	$726,269 *6.9%*	-15.6%

**International fares assigned to Ontario have been omitted.*

- Vehicle operation, food and beverage purchased at stores and spending on clothing experienced the largest increases in 2002 over 2001 (see Table 24). Spending on vehicle rental, other retail, public transportation, and recreation experienced decreases in spending in 2002 over 2001.

TABLE 25: Visitor Spending in Ontario by Quarter			
	2001 (millions)	2002 (millions)	% Rate of Change 2001/2002
Quarter I	$3,199,721	$2,958,192	-7.5%
Expenditures associated with visits with an Ontario destination	$1,962,513	$1,867,138	-4.9%
Quarter II	$3,391,441	$3,620,119	6.7%
Expenditures associated with visits with an Ontario destination	$2,283,429	$2,548,211	11.6%
Quarter III	$4,435,860	$4,488,263	1.2%
Expenditures associated with visits with an Ontario destination	$3,437,364	$3,391,396	-1.3%
Quarter IV	$3,560,151	$3,383,730	-5.0%
Expenditures associated with visits with an Ontario destination	$2,654,586	$2,456,662	-7.5%

- Visitor spending by those with a destination in Ontario decreased in the first, third and fourth quarters of 2002 over 2001, but increased in the second quarter.

C. Ontarians' Travel to Other Parts of Canada

- Total travel from Ontario to other Canadian provinces increased in 2002 over 2001 by 4.8%. Same day travel increased over 2001, but overnight travel decreased by 1.5%.

- Overnight trips from Ontario to Canadian provinces other than Ontario for pleasure, VFR and business decreased in 2002 over 2001. Travel for personal/other reasons increased in 2002 over 2001. Please see Table 29 for details.

TABLE 26: Travel by Ontarians to Other Canadian Provinces
40+ Kms for Same Day Trips and 1+ Kms for Overnight Trips
('000's)

Destination	2001	2002	% Rate of Change 2001/2002
Total	7,826	8,204	4.8%
Same Day	1,263	1,738	37.6%
Overnight	6,563	6,466	-1.5%
Quebec	5,005	5,308	6.1%
Same Day	1,216	1,645	35.3%
Overnight	3,789	3,663	-3.3%
Manitoba	408	417	2.2%
Same Day	29	95	227.6%
Overnight	379	325	-14.2%
Nova Scotia	424	464	9.4%
Same Day	9	1	-88.9%
Overnight	415	463	11.6%
New Brunswick	278	447	60.8%
Same Day	3	0	-100.0%
Overnight	275	447	62.5%
Other Atlantic	370	380	2.7%
Same Day	1	0	-100.0%
Overnight	369	380	3.0%
Alberta	651	501	-23.0%
Same Day	5	0	-100.0%
Overnight	646	501	-22.4%
B.C.	556	560	0.7%
Same Day	0	0	-
Overnight	556	560	0.7%
Other Canada	134	127	-5.2%
Same Day	0	0	-
Overnight	134	127	-5.2%

TABLE 27: Travel By Ontarians to Other Canadian Provinces 40+ Kms for Same Day Trips and 1+ Kms for Overnight Trips ('000's)			
Main Purpose of Trip	**2001**	**2002**	**% Rate of Change 2001/2002**
Pleasure	2,530	2,803	10.8%
Same Day	457	822	79.9%
Overnight	2,073	1,981	-4.4%
VFR	2,436	2,329	-4.4%
Same Day	389	437	12.3%
Overnight	2,047	1,891	-7.6%
Business	1,439	1,243	-13.6%
Same Day	272	300	10.3%
Overnight	1,167	943	-19.2%
Personal/Other	448	585	30.6%
Same Day	120	183	52.5%
Overnight	328	401	22.3%

- Total expenditures by Ontarians in other Canadian provinces, while on trips with a Canadian destination, decreased by 0.6% between 2001 and 2002.

- Average spending by Ontarians per person trip while travelling to a Canadian destination decreased in 2002 by 5.2% over 2001 (from $333 in 2001 to $316 in 2002).

TABLE 28: Spending by Ontarians in Other Canadian provinces			
	2001 (millions)	**2002 (millions)**	**% Rate of Change '01-'02**
Trips to a Canadian Destination	$ 2,607	$2,592	-0.6%
Same Day	$ 71	$107	50.7%
Overnight	$ 2,536	$2,485	-2.0%

APPENDIX I: Ontario's Travel Regions

APPENDIX II: Description of Ontario's Travel Regions

ONTARIO'S NEW TRAVEL REGIONS, based on 1991 census

CD = Census Division
CSD = Census Sub-division
TP = Township
T = Town
C = City
VL = Village
CA = Census Agglomeration
R = Reserve
RM = Regional Municipality
MM = Metropolitan Municipality

Region 1: **Essex**
- Essex CD-37

Region 2: **Southwestern Ontario**
- Haldimand-Norfolk RM, CD-28
- Perth CD-31
- Oxford CD-32
- Elgin CD-34
- Kent CD-36
- Lambton CD-38, and
- Middlesex CD-39
- Huron CD-40

Region 3: **Niagara Region**
- Niagara RM CD-26

Region 4: **South-Central Ontario**
- Halton RM, CD-24, **Excluding** Oakville T, CSD-24001
- Wellington CD-23
- Hamilton-Wentworth RM, CD-25
- Brant CD-29
- Waterloo RM CD-30

Region 5: **Toronto and Area**
- Toronto MM, CD-20
- Pickering T, CSD-18001
- Ajax T, CSD-18005
- Whitby T, CSD-18009
- Oshawa C, CSD18013
- Markham T, CSD-19036
- Richmond Hill T, CSD-19038
- Aurora T, CSD-19046
- Newmarket T, CSD-19048
- Vaughan C, CSD-19028
- Brampton C, CSD-21010
- Mississauga C, CSD-21005
- Oakville T, CSD-24001

Region 6 **Central Ontario**

- Bruce CD-41
- Dufferin CD-22
- Grey CD-42
- Simcoe CD-43
- Muskoka CD-44
- Caledon T, CSD-21-024
- King TP, CSD-19-049
- East Gwillimbury T, CSD-19-054
- Whitchurch-Stouffville T, CSD-19-044
- Georgina T, CSD-19-070
- Georgina Island 33, R, CSD-19-076
- Brock TP, CSD 18-039
- Scugog TP, CSD-18-020
- Scugog 34, R, CSD-18-022
- Clarington T, CSD 18-017
- Uxbridge TP, CSD 18-029
- Victoria CD-16
- Peterborough CD-15
- Northumberland CD-14
- Haliburton CD-46
- Hastings CD-12 **Excluding**:
  - Sidney TP CSD-12-011;
  - Frankford VL, CSD-12-014;
  - Trenton C, CSD-12-012;
  - Thurlow TP, CSD-12-006;
  - Belleville C, CSD-12-008;
  - Tyendinaga TP, CSD-12-001;
  - Deseronto T, CSD-12-002;
  - Tyendinaga Mohawk Territory R, CSD-12-004
- Algonquin Park CSD-48-091
- Airy TP CSD-48-001

Region 7 **St. Lawrence River Corridor**

- Sidney TP, CSD-12-011
- Frankford VL, CSD-12-014
- Trenton C, CSD-12-012
- Thurlow TP, CSD-12-006
- Belleville C, CSD-12-008
- Prince Edward CD-13
- Tyendinaga TP, CSD-12-001
- Deseronto T, CSD-12-002
- Tyendinaga Mohawk Territory R, CSD-12-004
- Adolphustown TP, CSD-11-014
- South Fredericksburgh TP, CSD-11-011
- North Fredericksburgh TP, CSD-11-016
- Napanee T, CSD-11-021
- Richmond TP, CSD11-019
- Camden East TP, CSD-11-024
- Newburgh VL, CSD11-026
- Kingston CA-521
- Gananoque T, CSD-07-024

- Front of Leeds & Lansdowne TP, CSD-07-022
- Rear of Leeds & Lansdowne TP, CSD-07-027
- Front of Escott TP, CSD-07-020
- Front of Younge TP, CSD-07-017
- Rear of Younge TP, CSD-07-041
- Athens VL, CSD-07-043
- Brockville C, CSD-07-015
- Elizabethtown TP, CSD-07-012
- Augusta TP, CSD-07-006
- Prescott T, CSD-07-008
- Edwardsburgh TP, CSD-07-001
- Cardinal VL, CSD-07-002
- Matilda TP, CSD-01-022
- Iroquois VL, CSD-01-024
- Williamsburgh TP, CSD-01-017
- Morrisburg VL, CSD-01-019
- Osnabruck TP, CSD-01-015
- Cornwall CA-501
- Lancaster TP, CSD-01-001
- Lancaster VL, CSD-01-003

Region 8: **Ottawa Region**

- Ottawa-Carleton RM, CD-06

Region 9: **Eastern Ontario**

- Prescott & Russell United Counties, CD-02
- Renfrew CD-47
- Lanark CD-09
- Denbigh, Abinger and Ashby TP, CSD-11-038
- Kaladar, Anglesea and Effingham TP, CSD-11-034
- Sheffield TP, CSD-11-031
- Barrie TP, CSD-10-042
- Kennebec TP, CSD-10-039
- Hinchinbrooke TP, 10-026
- Bedford TP, CSD-10-029
- Olden TP, CSD-10-036
- Oso TP, CSD-10-032
- Clarendon and Miller TP, CSD-10-046
- Palmerston and North and South Canonto TP, CSD-10-049
- North Crosby TP, CSD-07-031
- South Crosby TP, CSD 07-029
- Westport VL, CSD-07-035
- Bastard and South Burgess TP, CSD-07-039
- Kitley TP, CSD-07-046
- South Elmsley TP, CSD-07-049
- Wolford TP, CSD-07-051
- Merrickville VL, CSD-07-053
- Oxford-on-Rideau TP, CSD-07-056
- Kemptville T, CSD-07-058
- South Gower TP, CSD-07-061
- Mountain TP, CSD-01-027
- Winchester TP, CSD-01-031
- Chesterville VL, CSD-01-035

- Winchester VL, CSD-01-033
- Finch TP, CSD-01-038
- Finch VL, CSD-01-041
- Roxborough TP, CSD-01-045
- Maxville VL, CSD-01-051
- Kenyon TP, CSD-01-048
- Alexandria T, CSD-01-055
- Lochiel TP, CSD-01-053

Region 10: **North-Central**

- Parry Sound District, CD-49
- Nipissing District CD-48, **Excluding:**
  - Nipissing Unorganized South Part UNO, CSD-48-091
  - Airy TP, CSD-48-001
- Timiskaming District, CD-54

Region 11: **North-East**

- Manitoulin District, CD-51
- Sudbury District, CD-52
- Sudbury RM, CD-53
- Algoma District, CD-57
- Cochrane District, CD-56
- Marten Falls 65 R, CSD-60-052
- Fort Albany 67 R, CSD-60-050
- Peawanuck S-E, CSD-60-091
- Attawapiskat 91 A. R, CSD 60-051
- Polar Bear Park

Region 12: **North-West**

- Thunder Bay District, CD-58
- Rainy River District, CD-59
- Kenora District, CD-60, **Excluding:**
  - Marten Falls 65 R, CSD-60-052
  - Fort Albany 67 R, CSD-60-050
  - Peawanuck S-E, CSD-60-091
  - Attawapiskat 91 A. R, CSD 60-051
  - Polar Bear Park

APPENDIX III: Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

***"Other* accommodation"** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with "*other*".

ACTIVITIES ON TRIP. For each trip, respondents are asked to indicate whether they participated in any of a number of activities (aided measure). If they indicate that they *participated in sports or outdoor activities* they are asked to specify in which sports or outdoor activities they participated (starting in 1996, an aided measure).

The activity could have occurred at any location on the trip (destination or location of overnight stop). Activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location -- city/town and province (Canada) or city/state (USA) or country (other countries) -- volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip and paid for by individuals, government or private sector business. For reasons of national accounting practices, *public transport* expenditures spent on trips with a destination outside of Canada do not come from the CTS. Figures from the International Travel Study (ITS) were used to estimate public transport spending for trips that originate in Canada but were destined outside the country.

The following items of expenditures are excluded:
food and beverage purchased prior to the trip to be used while on the trip;
items purchased to be resold or used in a business;
vehicles, such as cars, boats and caravans;
capital investment, such as real estate, work of arts, rare articles and financial stocks;
cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to regions, as either dollars associated with visits to destinations outside the province with no stop in Ontario, or with visits destined to regions outside the province but with an overnight stop in Ontario, or with visits that were destined in Ontario.

EXPENDITURES IN ONTARIO BY TRIP CHARACTERISTICS. Ontario expenditures reported for trips with specific characteristics such as accommodation type, activity, and mode of transport are the *total dollars* assigned to Ontario by Statistics Canada for trips with the specified characteristic. They do not represent expenditures on the service or activity. For example, an expenditure figure associated with trips that included visiting a festival refers to *total* spending on these trips. It does not refer to spending *on* festivals.

HOUSEHOLD TRIP. A trip involving one or more persons from the same household leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

MODE OF TRANSPORT. Mode of transport refers to the one used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that last longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

REPORTING PERIOD. A one-month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June.

RESPONDENT. A randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey (LFS) sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an overnight excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of respondents indicated that they took overnight trips to region x as a destination, but they spent no nights in region x. These trips have been treated in this report as same day trips to region x.